

This is  
the airline  
pride built







## the proud bird with the golden tail

The history of Continental Airlines dates back to 1934—from the time of the classic four-passenger Lockheed Vega right up to the introduction of our magnificent 747, the Proud Bird of the Pacific,





in June, 1970. We've come a long way...offering service that continues to reflect the personal concern our people have in their airline and in the comfort of its passengers.

You're sure to feel this personal pride and the difference it makes whenever and wherever you travel on Continental Airlines. For this is truly the airline that pride built.



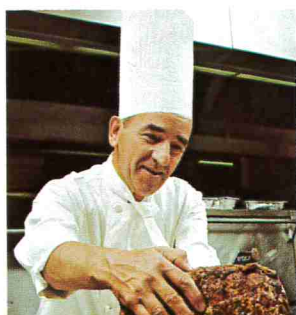
## inside the proud bird

From the six spacious galleys on Continental's 747, come delicious complimentary meals for First Class and Coach passengers. Hot hors d'oeuvres and frozen desserts are among the extra delicacies featured. In Economy, hot food is offered for a nominal fee. Cocktail service is available throughout the aircraft, with a standup bar in First Class.

On all our other Golden FanJets too, in First Class and Coach, our charming hostesses serve meals of exceptionally high quality, plus cocktails and beverages. Economy passengers to Hawaii may purchase for a modest cost a choice of hot sandwiches, plus ice cream and beverage.

## gold table service

In First Class, on our longer flights, Continental presents dining with a flair, with each of the delicious courses served on delicate china.



In elegant, comfortable surroundings, you enjoy all the extras... appetizers, fine wines and liqueurs.





# luxury at low cost

Looking into Continental's 747, the Proud Bird of the Pacific, you'll see the ease of movement this mighty jetliner offers each passenger...with wide, comfortable seats and room to move about in every colorful section. Enjoy privacy and quiet luxury in the upper-deck First Class Diamond Head Lounge. And refreshments at the standup bar at the foot of the winding stairs. All the tastefully decorated "rooms"—Kamehameha, Kabuki, Bougainville, and Micronesia Rooms—feature lush carpeting and armchair comfort. And lounges offered exclusively for Coach and Economy passengers. Even with all this extra luxury, it costs no more to travel on the 747 than on any of our other Golden FanJets.



Wide, more comfortable seats are featured on all our Boeing 707, 720 and 727 Golden FanJets. Continental pioneered seats as wide as First Class for all Coach and Economy passengers.

## your man on the proud bird

He's the Director of Passenger Service on board all our Boeing Golden FanJets. On our 747, there are two—to help make your Air Cruise between Chicago, Denver, Los Angeles and Hawaii more enjoyable. If you board at the last minute, your DPS can sell you a ticket. Or he can call ahead, in flight, to reserve a hotel room or rental car. He'll answer your questions, pass along suggestions and even reschedule a close connecting flight for you. Don't hesitate to call on the DPS. He's there to help.





## quiet, comfortable flights

When you travel Continental, you travel FanJet, because we're an all-FanJet airline. Which means you get a smoother, faster flight. And since Continental's crews utilize the most favorable flight plans, you'll be up where the calm is and the unfavorable weather isn't. You'll want to take advantage of the quiet comfort of your Golden FanJet flight by listening to the fine popular and classical selections on our Golden Marquee Stereo Theatre...available on all our Boeing aircraft.

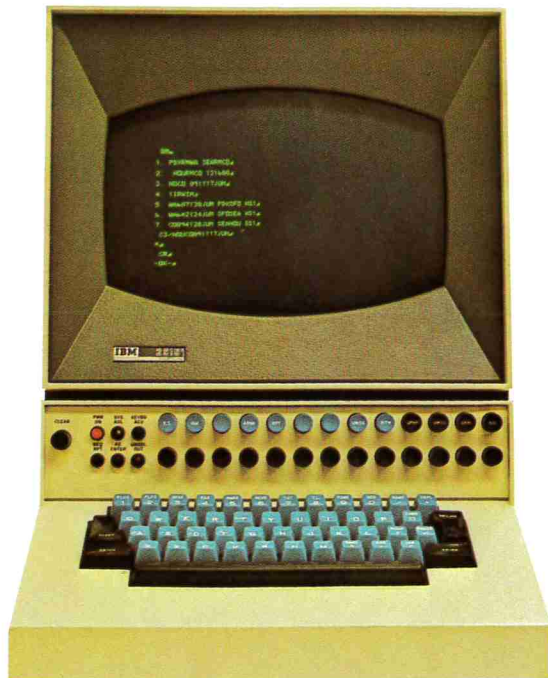




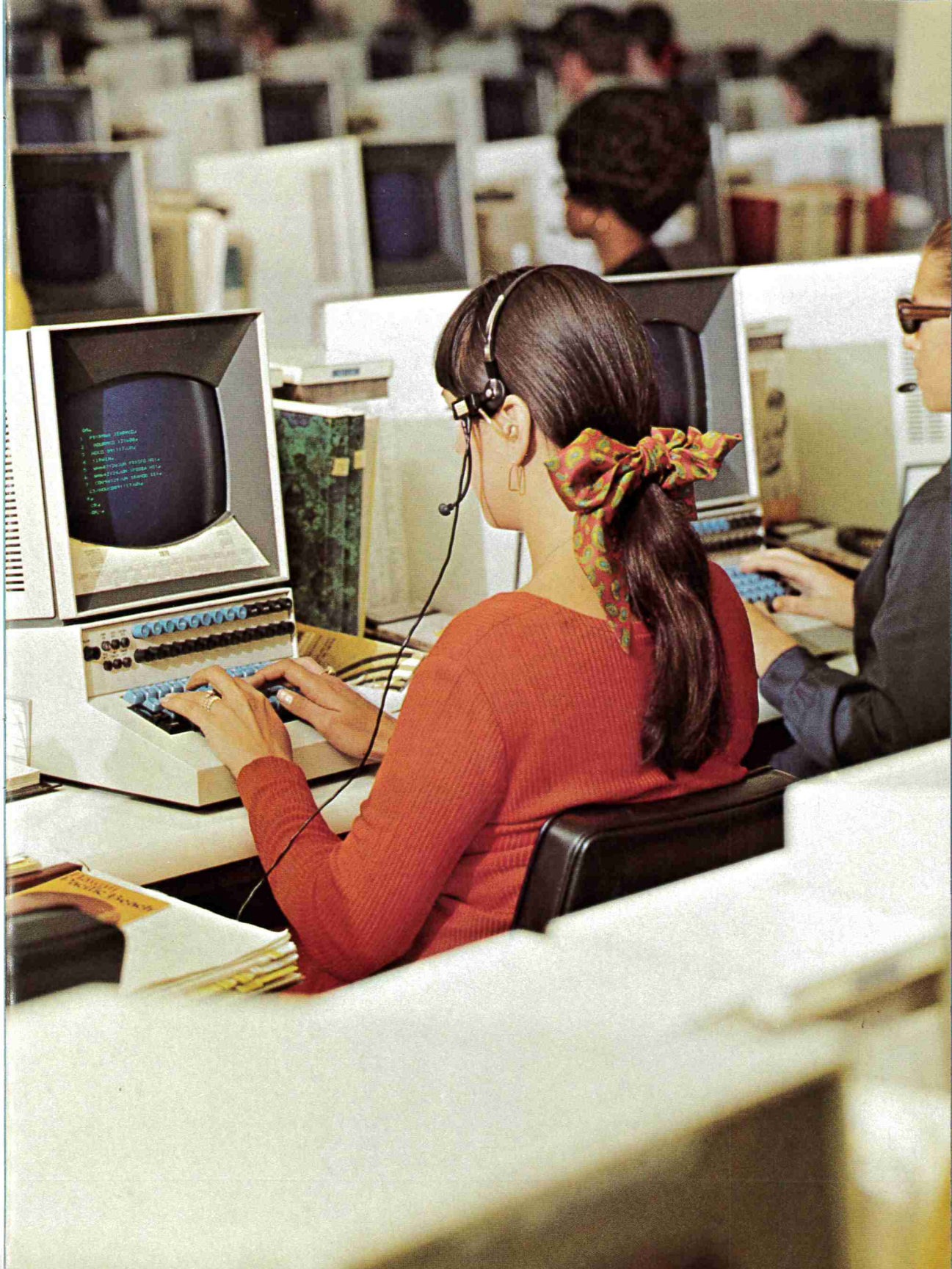


# instant reservations from SONIC 360

With the help of visual computerized flight information, Continental's reservation agents can confirm your reservation in an instant. We call this highly sophisticated travel information system the SONIC 360—taken from the initials of "Systemwide On-line Network for Information Control" and from the IBM computer number 360. Through its use, Continental's passengers are assured that all their travel requirements (including special diets, car rentals, full itineraries and specific seat reservations on originating flights) are accurately recorded, anticipated and kept up-dated with a computer that never forgets.







## the proud bird without the golden tail

Continental's flight officers complete many hours of intensive study and flight training before joining the crew of your Golden FanJet. They receive recurrent training in flight simulators, where instructors have use of the very latest in equipment to follow programmed flight patterns and simulated flight conditions.



## training center for our proud crews

The modern and attractive Louis H. Mueller Training Center provides unified basic and recurrent training programs for most of Continental's personnel. Included are: flight crew members, mechanics, hostesses, Directors of Passenger Service, computer technicians, reservation and passenger service counter agents...plus cargo, terminal operations and sales and service personnel.





## hostess training

Continental is renowned for the service and friendliness of its attractive hostesses. We look for the natural quality of pride in the girls we choose to serve you. To graduate, these girls must complete five weeks of intensive training... learning charm, poise and ways to make you feel more comfortable on our Proud Birds.



## flight control center

Here in Flight Control Operations, a selection is made of the flight plan assuring the smoothest flight at altitudes above normal weather disturbances. The most favorable flight plan is first picked by a computer, using the most current programmed weather forecasts. This plan is then constantly monitored, reviewed and re-evaluated by Continental's own staff of expert meteorologists both before final selection, and during flight, to insure the optimum course.





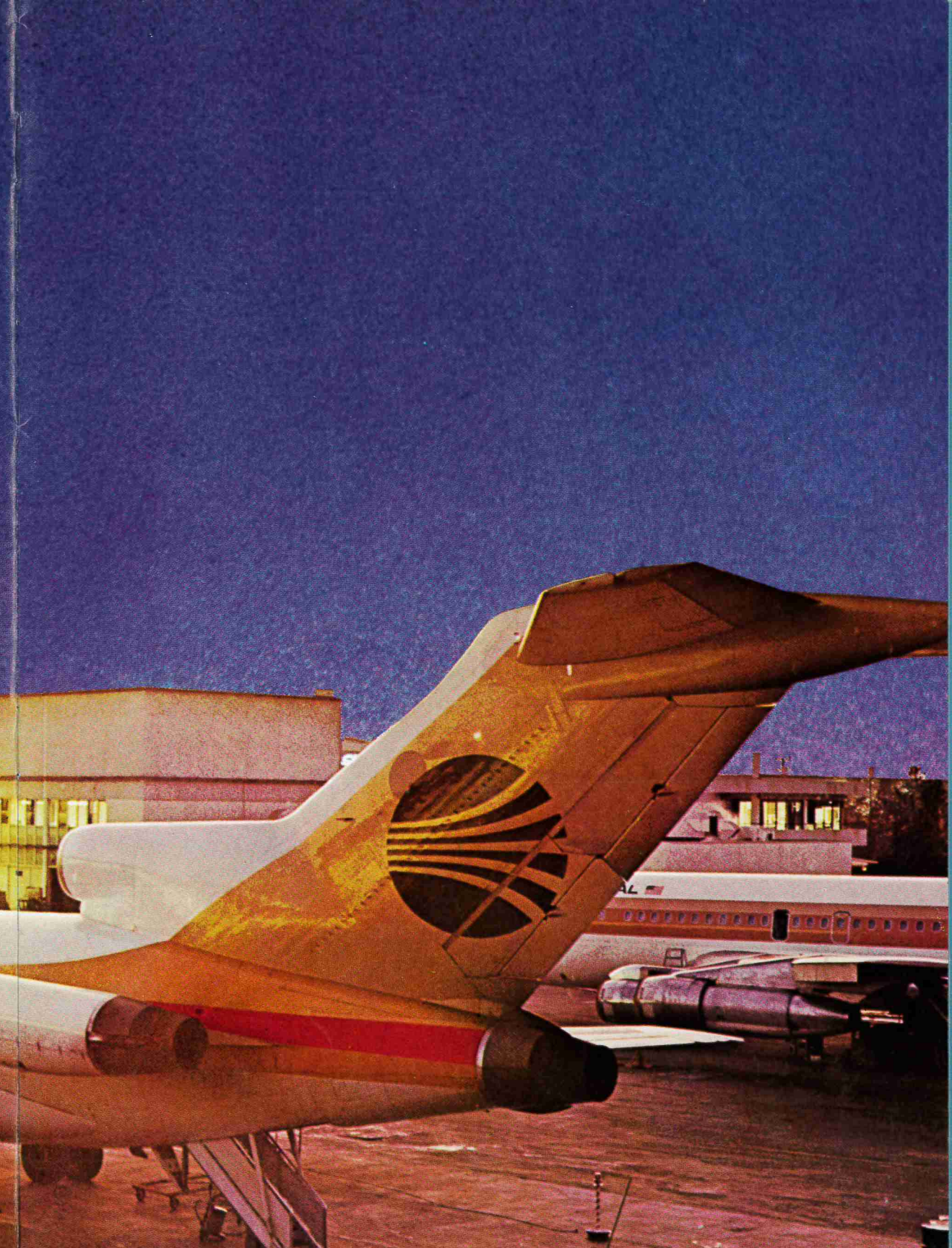


## perpetual maintenance of our proud birds

Continental's maintenance system is known as "perpetual maintenance". And that's exactly what it is—a continuous ahead-of-time inspection. Almost every day our Proud Birds are routed to the Los Angeles base for close, mechanical observation. Additional maintenance checks are conducted at overnight and en route stops. As often as every five days, engineering modifications and required overhaul operations are completed on each FanJet. The maintenance department is provided with computerized daily reports on the status of each operational system and component on the aircraft. Because of this constant planning by highly-skilled maintenance teams, Continental continues to retain one of the best jet utilization records in the industry.









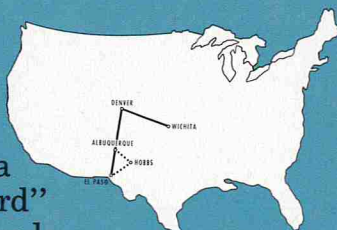
# prelude to the proud bird of the pacific

The magnificent Continental 747 counts among its predecessors many classic and colorful aircraft... all of which played important roles in the history of Continental Airlines.

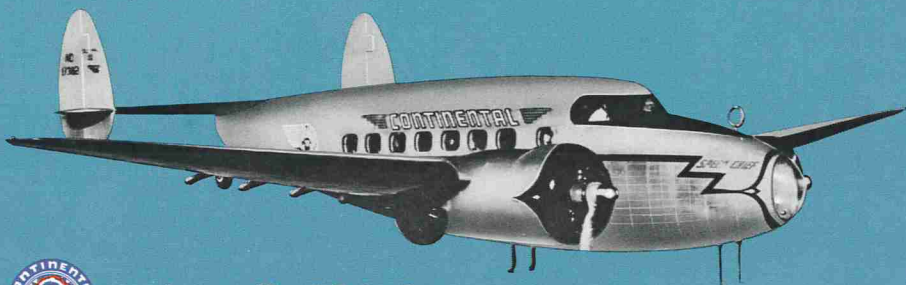


## early bird

In 1934, Varney Speed Lines was organized in El Paso. The Lockheed Vega traveled our first "route of the proud bird" from El Paso to Pueblo, Colorado, at speeds of 145 mph. In 1937, when headquarters were moved and routes extended to Denver, paralleling the Continental Divide, our name was changed to Continental Air Lines. New routes were awarded us to Kansas in 1939 and to New Mexico in 1940.

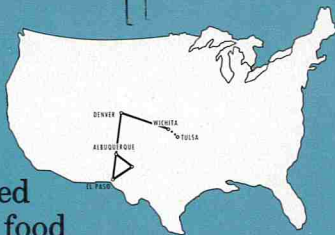






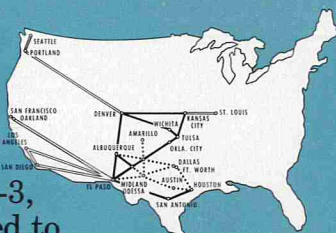
## twin-tailed bird

By 1941, Continental was also serving Tulsa, but the war delayed further expansion. Our system miles then totalled 1,393. Passengers were now enjoying hot food en route, served by the first Proud Bird hostesses traveling in Lockheed Lodestars.



## classic bird

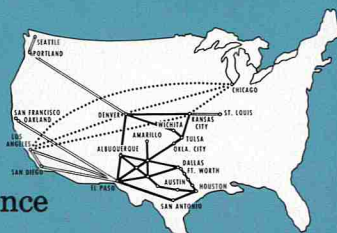
Continental service was extended to Kansas City and San Antonio in 1944, as we added the famous workhorse, the DC-3, to our growing fleet. Our system continued to grow as Tulsa and Oklahoma City were linked to El Paso in 1945. A new route award in 1951 between Houston and El Paso made interchange service with American Airlines possible. Our fleet was augmented with Continental's first four-engine aircraft, the 62-passenger Douglas DC-6Bs. In 1955, we purchased Pioneer Airlines, bringing Dallas, Fort Worth and Austin into the system, and increasing route mileage to 4,797.





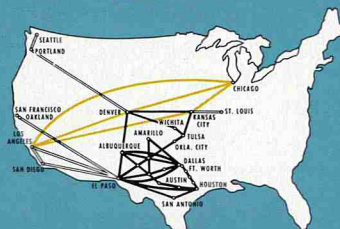
## rare bird

With the new Chicago to Los Angeles service in 1957, Continental introduced luxury Club Coach on our high performance DC-7Bs. They carried 85 passengers at a speed of 365 mph.



## noble bird

In 1958, Continental was first with jet-powered flights west of Chicago with 365 mph propjet Viscounts. Jet-power service between Dallas and Albuquerque, El Paso and West Texas followed in 1959.

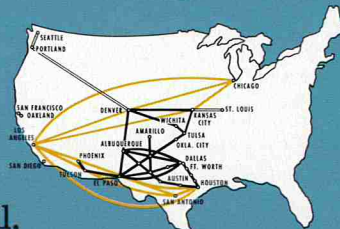






## big bird

Golden Jet Service began for Chicago, Los Angeles, Denver and Kansas City in 1959. Five Boeing 707s were phased into service between June, 1959 and April, 1960. Continental's Golden Jets provided Houston with its first pure jet service to the West Coast in 1961. By 1965, Continental's big Intercontinental Boeing 707-320Cs began serving the Orient under contract to the Military Airlift Command.



## quiet bird

In 1966, Continental inaugurated DC-9C service on our shorter routes, bringing jet travel to many cities for the first time. By 1967, the DC-9C had replaced the last of our propeller planes, making us an all-jet airline.





## swift bird

The Boeing 727-200 tri-jet joined our fleet to help provide service between New Orleans, Seattle and intermediate points, when the Northwest-Southwest route award was made in 1967. In 1968, three other exciting events took place. We adopted a bold new color scheme; we became an all FanJet airline; and our new affiliate, Air Micronesia, inaugurated service from Honolulu, Guam and Okinawa to the Trust Territory of the Pacific Islands—known as Micronesia.



## latest bird

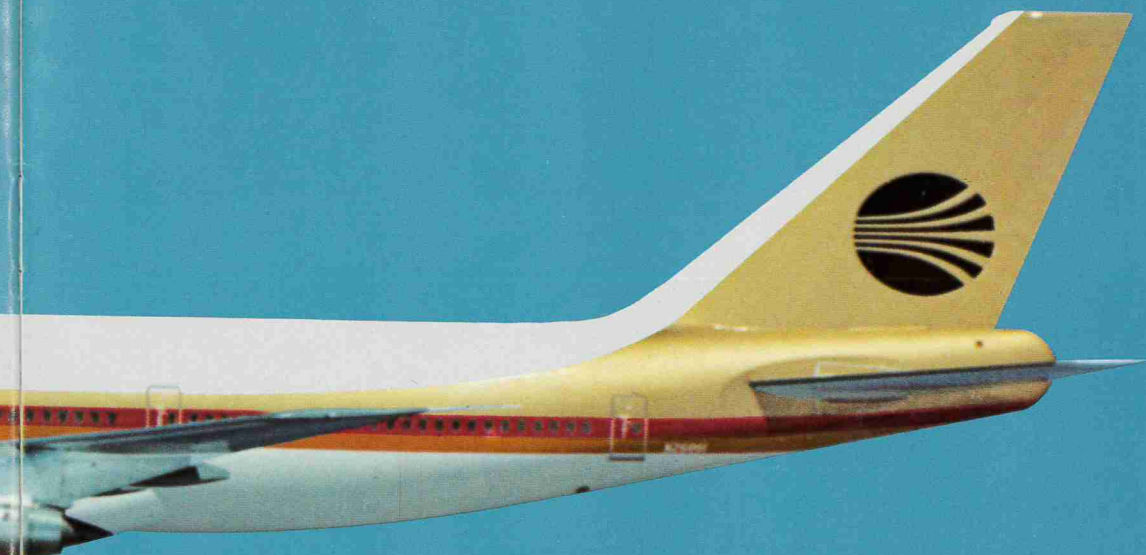
The summer of 1970 marked the launching of the proudest bird of all—the Continental 747, the Proud Bird of the Pacific—providing service between Chicago, Denver, Los Angeles and Hawaii. Passengers cruise in armchair comfort on this spacious jetliner





## future bird

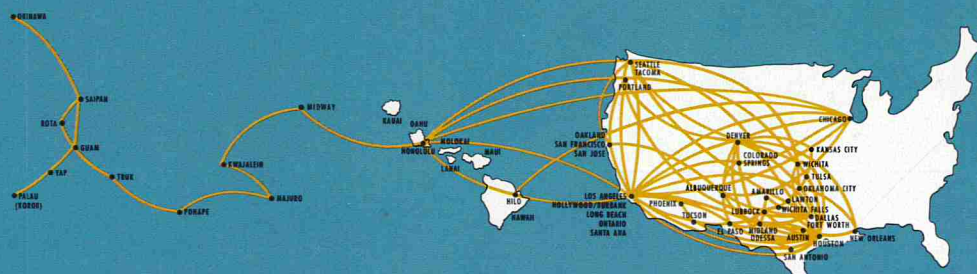
In 1972, the wide-bodied McDonnell Douglas DC-10 tri-jet will join Continental's FanJet Fleet. While the roomy transport is capable of carrying up to 345 passengers, Continental's interior is planned for 230. It combines "wide body" passenger comfort with high speed for new standards of airline service.



— enjoying tastefully decorated rooms typifying the colorful islands of the Pacific. Comfortable lounge areas are provided for passengers in First Class, Coach and Economy. Such luxury is unprecedented in the dramatic era of jet travel.

# the proud bird across the pacific

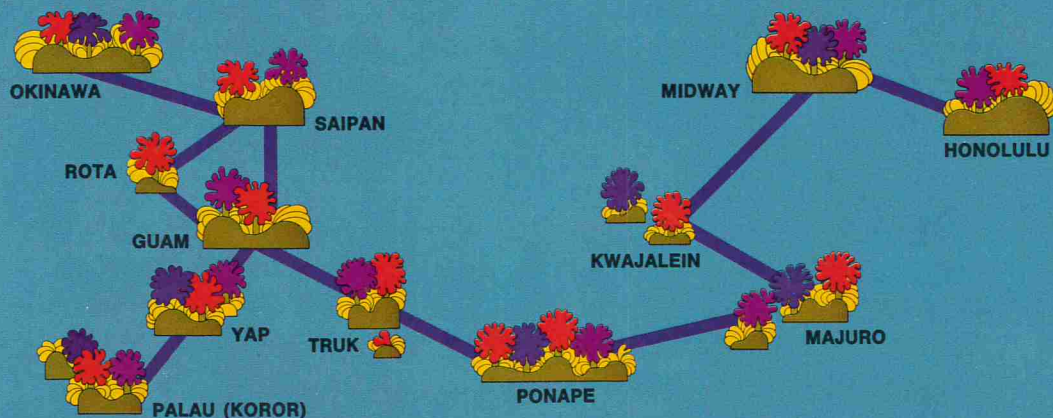
September 9, 1969 marked the inaugural service of the Proud Bird to Hawaii—with direct flights daily from Los Angeles and Chicago. A few weeks later, Golden Hawaiian Flight direct service began from Denver, Seattle, Portland and Houston—with connections from many other mainland cities. In 1968, Continental, in conjunction with its affiliate, Air Micronesia, commenced service from Honolulu, Guam and Okinawa to the Trust Territory of the Pacific Islands, also known as Micronesia. In addition, Continental's experienced crews have made thousands of Military Airlift Command contract flights throughout the Orient. Now, with our new Hawaii-Mainland routes, the Proud Bird is fast becoming an even more familiar sight across the Pacific.





## new vacation paradise

Continental's Golden FanJets—in conjunction with our affiliate, Air Micronesia—fly from Honolulu, Guam and Okinawa to and between the six districts of the Trust Territory of the Pacific Islands. Also known as Micronesia, it consists of more than 2100 sun-drenched tropical islands and coral atolls, strung across 3500 miles of the blue Pacific.

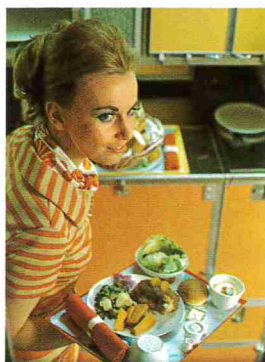


Continental is planning to construct six modern hotels in the Trust Territory. On Guam, Continental's 200-room luxury hotel, the Continental Travelodge, opened in June, 1970. Another opened on Truk in November, 1970, and on Palau (Koror) in April, 1971. Others are planned for Saipan, Ponape, Yap and Majuro. The Iha Castle Hotel is also in operation on Okinawa, an important gateway to Micronesia. This is an outstanding resort hotel with full facilities, including a swimming pool and a par-3 golf course. With Inter-Island Resorts, Continental is also affiliated with the Islander Inns, including those open on Hawaii and Kauai...with more planned for the near future. In conjunction with the Hyatt Corporation, Continental is associated with the beautiful new Waikiki Gateway Hotel on Oahu.

This hotel-building involvement is the logical extension of Continental's service to Hawaii and Micronesia and becomes an integral part of its development program in the Pacific.

# golden hawaiian service

Continental's quiet Boeing 707s to Hawaii feature First Class leg room for everyone...plus five-across Coach and Economy seats as wide as First Class seats. For entertainment, there are wide-screen color

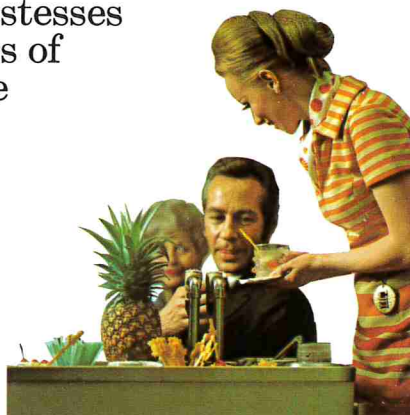


movies and a fine selection of stereo listening. Delectable Polynesian-style cuisine is offered in both First Class and Coach... flights out of Los Angeles feature food and grog specialties by Don the Beachcomber. Hot food at modest cost is available for Economy passengers.

Attentive hostesses and Directors of

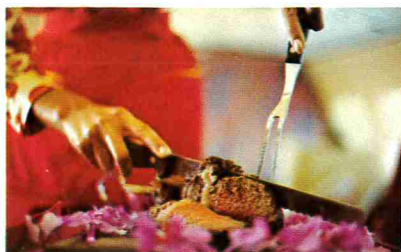
Passenger Service make sure your flight to the Islands is pleasant and comfortable.

Continental's Golden Hawaiian service puts you in a happy island mood long before you reach Hawaii.





# 747 air cruise to hawaii



From bow to stern, enjoy the colors and atmosphere capturing the spirit of the Pacific...lush carpeting and bright



murals. In First Class, our Los Angeles to Hawaii passengers enjoy hot hors d'oeuvres and entrees created by Don the Beachcomber...plus Proud Bird Punch and other cocktail service. Coach and Economy passengers also enjoy a choice of exciting Beachcomber specialties. Attentive hostesses and two Directors of Passenger Service see to your every travel need. Everyone cruises in style, luxury and comfort — including Coach and Economy passengers with lounges all their own. Continental has taken out seats so we have just 290—far fewer than on any other 747—giving you more roam—about freedom and 4 inches more leg room for everyone in our Coach and Economy sections, as much leg room as First Class on most other airlines. Next time, don't just fly to Hawaii...Air Cruise instead.



The Proud Bird with the Golden Tail



**CONTINENTAL**

